ITLS
Instructional Technology & Learning Services

Facebook Coordinator's User Guide

Updated
08/12/2014

SAISD Social Media Sites
for Campuses, Departments, and Programs

San Antonio ISD Non-Discrimination Statement
San Antonio ISD does not discriminate on the basis of race, religion, color, age, national origin, sex, or disability in providing education services, activities, and programs, including vocational programs, in accordance with Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Educational Amendments of 1972; section 504 of the Rehabilitation Act of 1973, as amended.

Es norma del Distrito Escolar Independiente de San Antonio de no discriminar por motivos de raza, religion, color, edad, origen nacional, sexo o impedimento, en sus programas, servicios o actividades vocacionales, tal como lo requiere el Título VI de la Ley de Derechos Civiles de 1964, según enmienda; el Título IX de las Enmiendas en la Educación, de 1972, y la Sección 504 de la Ley de Rehabilitación de 1973, según enmienda.

SAISD Copyright 2014
May be reproduced for non-profit, educational use so long as credit is given.

TABLE OF CONTENTS

A couple of things to remember before you being 3
Managing your Social Media Message (Do's and Don'ts) ..... 4 - 5

Creating your SAISD Profile

How to get started
To create a Facebook account 6
How to access your SAISD Facebook Page
To receive your content creator email 6
To view all Pages under your account 6
To access Facebook from a District computer 6
Parts your User Profile Page 7
To log out of your Profile Page 7
Modifying your User Profile Settings
To view your General Account Settings 8
Your Page Info - Complete the following 8

Your Campus/Dept/Program Page

Parts of the Facebook Page 9
Your Campus/Dept/Program Page Information 10
Your Page Settings (changed by the Site Admin) 11
Monitoring your Page for Comments 12
Parts of the Notification Window - Settings
To view your Page Notification Settings 13
Parts of the Notification Window - Activity
To view your Page Notifications 13
Types of Notifications 13
How to upload content to your Facebook page
Uploading Photos/Creating new albums 14
Uploading videos (Linking to videos hosted on vzaar.com) 14

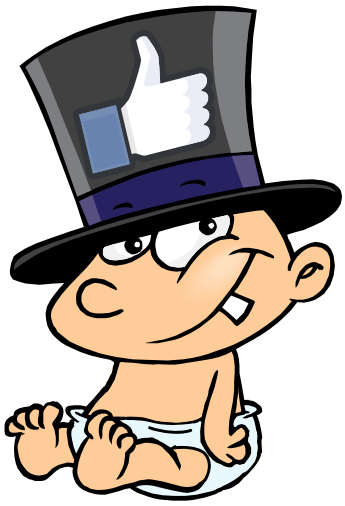
Resources

Glossary of Terms ..... 15 - 16
How to create a Cover Photo using PowerPoint [Transcript] 17
Cover Photo Online Resources 18
Helpful Links 18
Forms included in User Guide
Administrative Procedures for Electronic Media Use (Social Media, E-mail, Texting) D36 ..... 19 - 22
Computer Use and Internet Access for Students (F26) ..... 23 - 26
District Guidelines for Publishing to the Internet ..... 27 -29
FORM F26-B, Publishing Permission From 30
FORM F26-B/SP 31
FORM F33-A, Permission to Photograph, Videotape, or Audio Record 32
FORM F22-A/SP 33
Family Educational Rights and Privacy Act (FERPA) 34
Children's Interest Protection Act (CIPA) 35

A couple of things to remember before you begin...

Official SAISD Facebook pages, which are recognized by Facebook, must be created by the Office of Instructional Technology.

Monitor your SAISD Facebook page daily so that issues arising from the page (sensitive post, vulgarity, etc) can be addressed quickly.



Facebook Coordinators should keep their business and personal Facebook Profiles separate by creating two different accounts.

BUSINESS PROFILE

A Facebook account created by and tied to your District email account and used exclusively for school business.

PERSONAL PROFILE

A Facebook account created by and tied to your personal email account (i.e., yahoo, gmail) and created for personal use.

By using your campus/dept/program Facebook Page to reach a new virtual audience.

Facebook can be a powerful communication tool for SAISD campuses, departments and programs, allowing each to relay key messages to a virtual audience and to build community in the process. Given the widespread popularity and use of Facebook, we want to make this tool accessible to our employees as one way of communicating with parents, community members and other key stakeholders. However, it's important to remember that Facebook should *complement, not replace* other channels of communication with stakeholders, such as letters home, PENS telephone messages and the campus/department/program website.

The primary goal of launching a Facebook page is to share positive news about your campus, department or program. The page also may be used as one vehicle to communicate important information, including upcoming meeting dates or important deadlines.

To ensure successful Facebook use, we have created the following guidelines for campus principals, department

heads and program directors who choose to create a page. In addition to these guidelines, these employees must follow all SAISD policies and procedures on social media use, including Administrative Procedure D36 and policy DH(LOCAL).

Please note that all Facebook pages established by an SAISD employee, or vendor acting on behalf of an SAISD employee, must be set up in coordination with the Office of Instructional Technology, 554-2430.

Our Social Media Rules of Engagement

As a District, we look forward to learning the great things that are happening at your campus and ask that you review and adhere to the Rules of Engagement below to help us achieve our goal of constructively engaging with parents and community members.

To get started:

- Contact the Office of Instructional Technology (554-2430) to establish your **Official SAISD** Facebook campus, department or program page.
- Know that certified or licensed employees (which includes teachers, counselors, principals, librarians, paraprofessionals, nurses, educational diagnosticians, licensed therapists and trainers) may contact the Office of Instructional Technology to create a work-related Facebook page without the written permission of the campus principal or Superintendent. All other employees must receive written permission from the campus principal or Superintendent before contacting IT to create a work-related Facebook page. Create a separate Business Facebook profile tied to your District email account and used exclusively for school/work-related business. All personnel should keep their business and personal Facebook profiles and pages separate by creating two different accounts – a Business Facebook profile and a Personal Facebook profile tied to your personal email accounts (i.e., yahoo, gmail, Hotmail).
- Assign two other administrators to the account, in addition to yourself, to ensure quick access to your page, in case you are not available.
- Keep your Facebook privacy setting on "Public." All campus, department and program Facebook page privacy settings must remain on the "Public" setting, unless you are an editor of a classroom Facebook

page, in which case you should ensure that you have on file signed copies of the **D36-A parent permission form**. This form is required only if the Facebook page is password protected and is not open to the general public. If the page is open to the public, no parent permission is required.

Before you create a Facebook post:

- For students whose photos are posted to your page, be sure their parents have signed **F33-A Photograph Permission Forms** and **do not identify the students by name**.
- In the case of emergency situations, first coordinate with the Communications Department (554-2250) prior to posting any status updates to ensure consistent communications..
- Be aware of the audience. Please make certain your comments are appropriate for an educational environment and fans of all ages.

As you write your Facebook post:

- Write like you speak. Be informal but not sloppy. Always read a message at least twice before hitting post to avoid making spelling or grammatical errors.
- Limit your posts to matters that fall within the scope of your professional responsibilities. This means talk about school events and activities, not personal stuff.
- Remember your primary audience, which is parents and community members, to help you decide what items are appropriate to post.
- This page is not intended to circumvent regular communication channels for sharing personal issues and concerns. Comments regarding a personal issue with campus or District employees, or the school, will be removed.
- Be respectful. Personal attacks or comments that are deemed offensive to another person, as well as inappropriate remarks or profanity, will be removed.
- Stay on topic. This is a page dedicated to the education of our students. Let's keep the conversation related to our school and its activities.
- Be factual. Blatantly inaccurate information will be removed.
- Be informative, engaging and entertaining, but don't be annoying.

Be an 'active' not 'reactive' administrator of your Facebook Page:

- Monitor your social media website regularly and be aware of what is being posted to the site.
- Hide any insults against an individual or comments that include inappropriate language or that are hateful, threatening, malicious or discriminatory. Copy such comments and save them, in case they are needed for legal reasons.
- Post to your social media site regularly (at least once a day), but be judicious.
- Remember, social media is about two-way communication. Be sure you interact with your followers.
- Respond quickly to comments, questions and concerns.
- Understand the repercussions. This page is yours, and we want you to feel comfortable sharing your views about your campus. But know that abuse of the above guidelines could lead to removal of a specific posting or the blocking/removal from your page.
- Like the SAISD Facebook page to cross-promote.

Do not use the campus, department or program Facebook page to:

- Pitch products or further your political campaign. We encourage you to instead publish a work-related Facebook page so that campus, department or program pages may be used for sharing news and insights about the organization.
- Do not contact specific employees through the campus, department or program page. Use another method of communication (i.e., email, phone call).
- Do not post personally identifiable information about students (which is a violation of FERPA).
- Do not establish a social media site without being fully familiar with whatever platform you have chosen.
- Do not use social media as your only means of communication with your audience, whether they're students, parents or community members.

Changes to your SAISD Facebook page should be completed through a Facebook account created by your SAISD email account, not a personal one (i.e., Yahoo, Google, Hotmail, ...).

How to get started

To create a Facebook account

1. Go to http://www.facebook.com/
2. Create a free account using your SAISD email account information:

   Type in the first three letters of your first name, your last name and your complete SAISD email address. Make sure to type in a new Password not related in any way to an existing password.

3. Enter your Birthday *(pick a year before)*.
4. Choose your Gender.
5. Click the 'Sign Up' button.
6. Please skip 'Step 1: Find your friends', 'Step 2: Fill Out Info', 'Step 3: Choose Interests', and 'Step 4: 'Add Profile Pic'.
7. Click the 'Save & Continue' button.
8. The Welcome to Facebook page will appear.

You must confirm your email address with Facebook.

1. Sign in to your SAISD email account.
2. Open the confirmation message from Facebook.
3. Click on the 'Get Started' button to confirm your email account.
4. This will take you to your Facebook profile page.

To view more, please consider be
Coordinator for your Campus, Depart
following steps:

Step 1. Understand the responsibili
reviewing pages 4 and 5 of t

Step 2. Talk to your supervisor and v
Coordinator position.

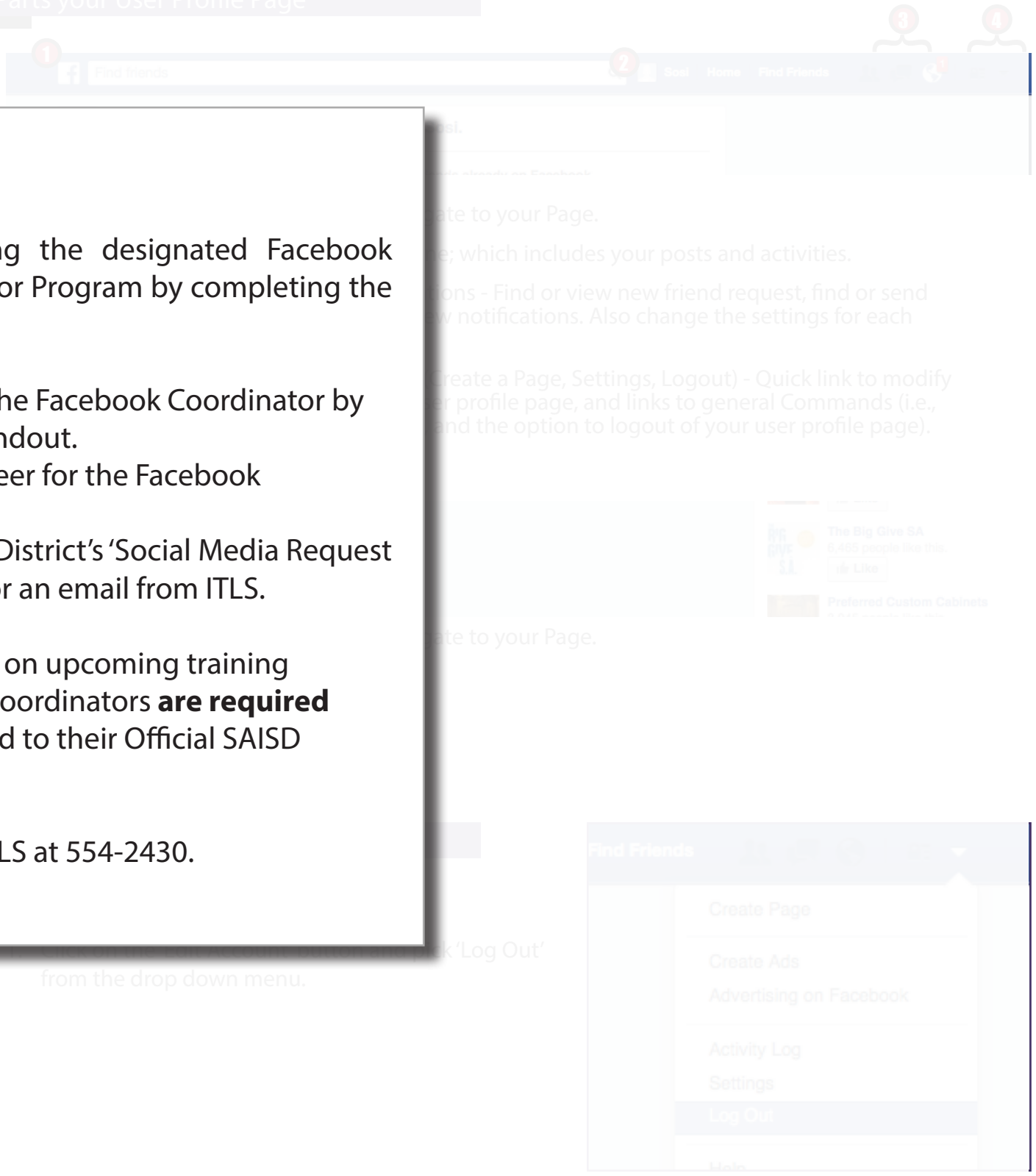
Step 3. After your supervisor submit
Form', check your Outlook In

The email will contain inform
opportunities that our Faceb
to attend **BEFORE** access is g
Facebook Page.

If you have any questions, please con

of when you will be able to use Facebook on our District computers.

Parts your User Profile Page



ecoming the designated Facebook
tment or Program by completing the

ty of the Facebook Coordinator by
the handout.
volunteer for the Facebook

ts the District's 'Social Media Request
box for an email from ITLS.

mation on upcoming training
book Coordinators **are required**
granted to their Official SAISD

tact ITLS at 554-2430.

Modifying your User Profile Settings

To view your General Account Settings

1. Log into Facebook with your Business Profile.
2. Click on the 'Edit Account' button and pick 'Settings' from the drop down menu.
3. View your 'General Account Settings' on the General section. Note, not every option is covered below. Please log into your profile and review all options.

General Account Settings

Name..... Change your first name is display a or 'Nickname' on

Username..... Change the user page.

Email ..... Remove and add

Password ..... Reset your curren

Security Settings

Login Notifications..... Get notified whe your account.

Privacy Settings and Tools

Who can see my stuff?..... 'Who can see you things you're tag shared with frien

Who can contact me?..... 'Who can send yo want filtered into

Who can look me up?..... 'Who can look yo 'Who can look yo and 'Do you want

Timeline and Tagging Settings

Who can add things to my timeline?..... 'Who can post on you in before the

Who can see things on my timeline?..... 'Review what oth posts you've tagged in your timeline?', and 'Who can see what other posts on your timeline?'.

Mange Blocking

Block users..... Once you block someone, that person can no longer see post on your timeline...

Notifications

How You Get Notifications..... On Facebook, Email, Push Notifications

What you Get Notified About..... Activity that involves you, Close Friends activity, Tages, Pages you manage (see page for more info).

To view more, please consider be Coordinator for your Campus, Depart following steps:

Step 1. Understand the responsibili reviewing pages 4 and 5 of t

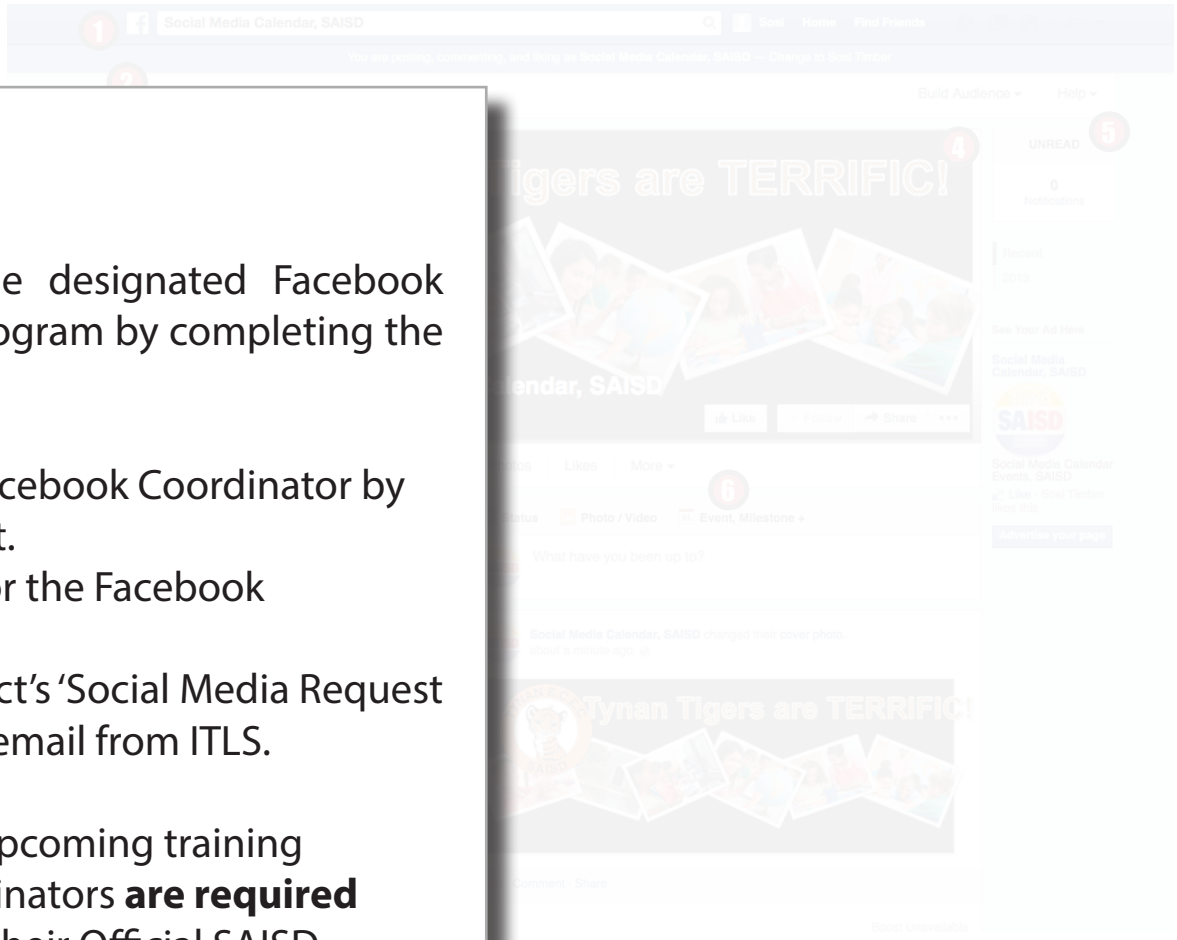
Step 2. Talk to your supervisor and v Coordinator position.

Step 3. After your supervisor submit Form', check your Outlook In

The email will contain inform opportunities that our Faceb to attend **BEFORE** access is g Facebook Page.

If you have any questions, please con

Parts of the Facebook Page



ecoming the designated Facebook
tment or Program by completing the

ty of the Facebook Coordinator by
the handout.
volunteer for the Facebook

ts the District's 'Social Media Request
box for an email from ITLS.

mation on upcoming training
book Coordinators **are required**
granted to their Official SAISD

tact ITLS at 554-2430.

e to your Profile Page.

manage your Page is in these three tabs.

t's 'This is SAISD' button graphic.

e on the top of your Page. It doesn't have to be a picture
udent activities, interest or engagement.

The Most Important Things – See upfront the most important information you need to know about your Page.

6 Simpler Page Timeline - Your posts are now in one column on the right. Includes your posts and activities.

7 About - Basic information concerning the school (name, address, long description, mission, founded, awards, phone number, and website).

8 Photos - A collection of photos uploaded by the Editor to the Page.

Your Campus/Dept/Program Page Information

To view your Page Information

1. Log into Facebook with your Business Profile.
2. Click on your Campus/Dept/Program Page (under the Pages section)
3. On the Pages' main menu, click on 'Settings'
4. Under the 'Settings' tab, complete the information in the 'Page Info' section.

Complete	Option	Description
	Name	
	Facebook Web Address	
	Category	
	Topics	Choose three words to
	Start Info	Choose the 'Founded'
	Address	Enter your campus/dep
	Hours	Enter the hours of ope
	Short Description	A brief summary of yo and must be less than
	Impressum	
	Long Description	Should include informa background informatio
	Mission	(Enter the District Miss **a national model urb graduates and is edu contributing member**
	Founded	Enter the names of you
	Price Range	
	Awards	Enter any recent campu
	Products	
	Parking	Enter the type of parking available
	Phone	Enter your campus/dept/program phone number
	Email	Enter the campus/dept/program Facebook Coordinator's district email address
	Website	Enter the campus/dept/program website address
	Official Page	
	Translated Names	Type in the name of your page in different languages for people view Facebook in that language.

To view more, please consider be
Coordinator for your Campus, Depart
following steps:

Step 1. Understand the responsibili
reviewing pages 4 and 5 of t

Step 2. Talk to your supervisor and v
Coordinator position.

Step 3. After your supervisor submit
Form', check your Outlook In

The email will contain inform
opportunities that our Faceb
to attend **BEFORE** access is g
Facebook Page.

If you have any questions, please con

Your General Page Settings (changed by the Site Admin)

Default settings for your Facebook page are controlled by the System Admin at the District Level. Changes can be made, but the *Editor* must send an email to the Sys Admin requesting the change.

Visibility = Page unpublished' and 'Posting Ability = No one'.

			escription
			ge unpublished.
			one can post to my Page timeline .
			one can add photos and videos to my Page timeline .
			le posts by others that appear on my Page timeline.
			not highlight recent posts by other people on my Page
			eline.
			n on privacy and News Feed targeting so I can control the
			vacy of new Page posts.
			ople cannot contact my Page privately.
			ly people who help manage my Page can tag photos
			sted on it.
			tifications to your page (when people post, comment, or
			d a message to your Page) will be emailed to the District
			cebook Administrator at saisdsocialmedia@saisd.net.
			e email will then be sent to the Campus/Department/
			ogram Facebook Coordinator's SAISD email account.
			ge is visible to everyone.
			ge is shown to everyone.
			st containing 95 not safe for work (NSFW) words will be
			cked by Facebook.
			to strong.
			oose whether your page is recommended to others.
			r Page will be included when SAISD recommends similar
			Pages to people on their Page timeline.
●	●	Replies	Comment replies are turned off on your Page.
●	●	Merge Pages	Merge duplicate Pages.
●	●	Remove Page	Delete your Page.

ecoming the designated Facebook
tment or Program by completing the

ty of the Facebook Coordinator by
the handout.
volunteer for the Facebook

ts the District's 'Social Media Request
box for an email from ITLS.

mation on upcoming training
book Coordinators **are required**
granted to their Official SAISD

tact ITLS at 554-2430.

Monitoring your Page for Comments

By default, posting comments to your page has been 'turned off' allowing you as a Facebook Coordinator time to get familiar with managing your Facebook Page.

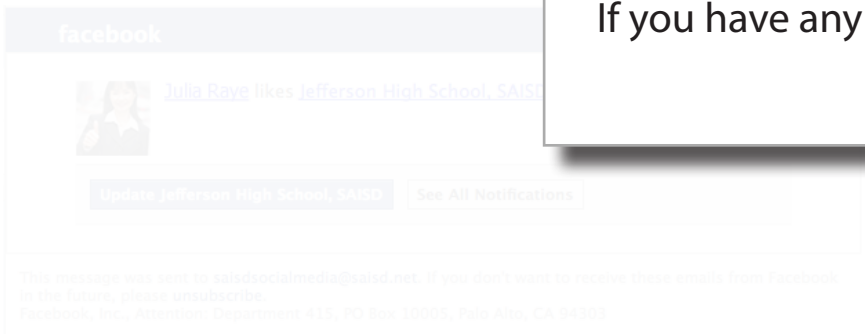
But, we've noticed that the Page Settings for the web version of Facebook App found on Apple, Google App, Android version of Facebook App found on Apple, Google App, Androi able to add comments to your Facebook page online, but they or the Facebook.

To assist with monitoring comments posted to your Facebook (saisdsocialmedia@saisd.net), will email the following notificat Facebook Coordinator's SAISD email account:

■ Notification/email for comments

facebook
Julia Raye commented on Hillcrest Element
Julia wrote: "thank you! This was a big hit!"
Reply to this email to comment on this photo.
See Comment
This message was sent to saisdsocialmedia@saisd.net. If you don't
Facebook in the future, please unsubscribe.
Facebook, Inc., Attention: Department 415, PO Box 10005, Palo Alto

■ Notification/email for likes


facebook
Julia Raye likes Jefferson High School, SAISD
Update Jefferson High School, SAISD
See All Notifications
This message was sent to saisdsocialmedia@saisd.net. If you don't want to receive these emails from Facebook
in the future, please unsubscribe.
Facebook, Inc., Attention: Department 415, PO Box 10005, Palo Alto, CA 94303

Facebook Coordinators will also be able to see all other notifications (when people post, comment, like, review, or send a message to your Page) in the Notification Window located in the Activity/Administrator Panel at the top of your Page.

To view more, please consider be Coordinator for your Campus, Depart following steps:

Step 1. Understand the responsibili reviewing pages 4 and 5 of t

Step 2. Talk to your supervisor and v Coordinator position.

Step 3. After your supervisor submit Form', check your Outlook In

The email will contain inform opportunities that our Faceb to attend **BEFORE** access is g Facebook Page.

If you have any questions, please con

Parts of the Notification Window - Settings

■ To view your Page Notification Settings

1. Log into Facebook with your Business Profile.
2. Click on the 'Settings' tab (under your cover photo).
3. Click on 'Notifications' in the left column.
4. Select the notifications you would like to receive.

- 'Page Likes' - 'Get a notification each time there is activity on your Page or an important Page update', 'Get one notification every 12 - 24 hours' or 'Off'.
- 'Edit your notification settings for' - 'New Messages', 'New Reviews', 'Tips', 'New Likes', or 'Edits to posts you have written'.
- 'Comments' - 'Get a notification each time there is activity on your Page or an important Page update', or 'setting off'.

■ Types of notifications

- A user has 'liked' your Page.
- A user has commented on your Page, photo or status.
- A user has 'liked' your status or photo.
- A user had shared a photo.

becoming the designated Facebook
rtment or Program by completing the

ity of the Facebook Coordinator by
the handout.
volunteer for the Facebook

ts the District's 'Social Media Request
box for an email from ITLS.

rmation on upcoming training
book Coordinators **are required**
granted to their Official SAISD

ntact ITLS at 554-2430.

How to upload content to your Facebook Page

Uploading Photos/Creating new Albums

1. Click Add Photo/Video at the top of your homepage.
2. Pick Create Photo Album.
3. Pick the image files you want to upload. To pick multiple
   button on your PC, or the Command button on your Mac
4. While your files are uploading:
   - Add an album title and description
   - Use the audience selector to choose who can see the
     friends will be able to see the pictures they're tagged
   - Add captions, tags, and locations to photos as each
5. Check the progress bar to see the estimated remaining ti
   complete, click Post Photos.

Source:
facebook.com. How do I upload photos and create a new album? Ret
facebook.com/help/174641285926169.

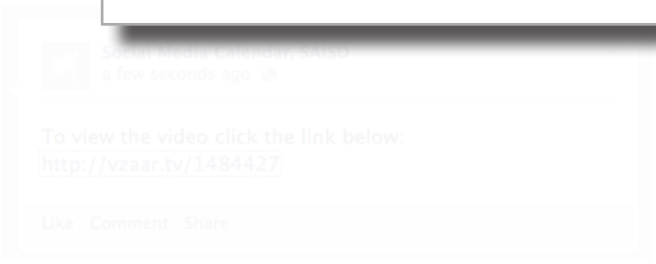
Uploading Videos (Linking to videos hosted on vzaar.c

According to the District's Guidelines for P
Publishing Guidelines:

Policies and Procedures
All content published via the Internet mu
...
4. All district Web publications will reside
   server/s.

To comply with the policy above, please use the following st
District video hosting service, vzaar.com.

1. Have your Video Hosting Service (VHS) Coordinator upload your video to vzaar.com and make the video publicly accessible by turning the 'make video private' setting off.
2. The VHS Coordinator will need to provide you with the video's URL, http://vzaar.com/videos/######
3. Paste the video link into your Facebook post for users to click on (see example below):



To view more, please consider be
Coordinator for your Campus, Depart
following steps:

Step 1. Understand the responsibili
reviewing pages 4 and 5 of t

Step 2. Talk to your supervisor and v
Coordinator position.

Step 3. After your supervisor submit
Form', check your Outlook In

The email will contain inform
opportunities that our Faceb
to attend **BEFORE** access is g
Facebook Page.

If you have any questions, please con

ecoming the designated Facebook
tment or Program by completing the

ty of the Facebook Coordinator by
the handout.
volunteer for the Facebook

ts the District's 'Social Media Request
box for an email from ITLS.

mation on upcoming training
book Coordinators **are required**
granted to their Official SAISD

tact ITLS at 554-2430.

P

Privacy Policy The Privacy Policy (also known as the Data Use Policy) outlines the information we receive and how we use it.

Page Pages allow businesses, brands and celebrities to connect with people on Facebook. Admins can post information and News Feed updates to people who like their pages.

Privacy Policy The Privacy Policy (also known as the Data Use Policy) outlines the information we receive and how we use it.

Privacy settings Your privacy settings let you manage basic privacy preferences. For other stuff you share on Facebook, you can choose your audience right when you post.

Profile On Facebook, your profile is your timeline.

Profile picture Your profile picture is the main photo of you on your timeline. Your profile picture appears as a thumbnail next to your comments and other activity on Facebook.

T

Timeline Your Timeline is your collection of the photos, stories and experiences that tell your

Time

Top

Trad

V

Vide

W

Wall

To view more, please consider be
Coordinator for your Campus, Depart
following steps:

Step 1. Understand the responsibili
reviewing pages 4 and 5 of t
Step 2. Talk to your supervisor and v
Coordinator position.
Step 3. After your supervisor submit
Form', check your Outlook In

The email will contain inform
opportunities that our Faceb
to attend **BEFORE** access is g
Facebook Page.

If you have any questions, please con

Source:
facebook.com. Glossary of Terms. Retrieved December 3, 2013, from https://www.facebook.com/help/glossary.

ecoming the designated Facebook
tment or Program by completing the

ty of the Facebook Coordinator by
the handout.
volunteer for the Facebook

ts the District's 'Social Media Request
box for an email from ITLS.

mation on upcoming training
book Coordinators **are required**
granted to their Official SAISD

tact ITLS at 554-2430.

How to create a cover photo with MS PowerPoint [Transcript]

- View the video at http://vzaar.tv/1485561

Or click the above image to play the video in a pop-up window.

- Click here to download the Exercise file for this video or go to http://nova.saisd.net/storage/uploads/ITLS/FB_Covers_exercise_file.pptx

00:01 This is Tonya Mills form the Office of Instructional

02:09 SAISD has official logos for all campuses. They have a certain 'look' and 'feel'. So please use the official logo on your Facebook Page.

02:23 So, I'm going to go ahead and add the second picture to the presentation. Each picture I add from now on, I'll resize and place a frame around it so that it stands out.

02:48 As you go through the process of adding your pictures, resize and change the actual arrangement sending your photos either the back or to the front. Often go back and forth between the example to check to see where you are so far.

03:03 Now here you see some examples of completed cover photos. For the first one we have alternating pictures, the third (second) the pictures are arranged in a ribbon and we use WordArt to do the title on the very top...make sure you group all of your images together, save them as a picture to a folder that you can locate and then switch back to you Facebook Page.

03:34 Use the 'Insert Cover Photo' option, find your picture and insert it in as a cover photo. When finished, click on 'Save Changes'.

03:43 If you have any questions, please feel free to contact me either by phone or by email.

03:52 *End of Transcript*

RESOURCES

Cover Photo Online Resources

- Guidelines for my Page's cover photo:
  https://www.facebook.com/help/276329115767498
- How to create a cover photo for your Facebook Timeline:
  http://www.copyblogger.com/timeline-cover-photo/
- 40 Really creative examples for Facebook Timeline Covers:
  http://www.hongkiat.com/blog/creative-facebook-timeline-covers/

Helpful Links

1. SAISD Facebook Initiative User Manual
   http://nova.saisd.net/main/ebooks/SAISD_Facebook_Program/

2. ITLS Facebook Program resource site (contains list of 'active/published' SAISD Facebook Pages)
   https://itlsworkshops.pbworks.com/w/page/74531255/SAISD_Facebook_Program

3. Facebook 'Statement of Rights and Responsibilities'
   https://www.facebook.com/legal/terms

4. Facebook 'Data Use Policy'
   https://www.facebook.com/about/privacy

5. Facebook 'Community Standards'
   https://www.facebook.com/communitystandards

6. Facebook 'Terms and Policies'
   https://www.facebook.com/policies

Forms included in User Guide

Administrative Procedures for Electronic Media Use (Social Media, E-mail, Texting) D36 ..... 19 - 22
Computer Use and Internet Access for Students (F26) ..... 23 - 26
District Guidelines for Publishing to the Internet ..... 27 -29
FORM F26-B, Publishing Permission From 30
FORM F26-B/SP 31
FORM F33-A, Permission to Photograph, Videotape, or Audio Record 32
FORM F22-A/SP 33
Family Educational Rights and Privacy Act (FERPA) 34
Children's Interest Protection Act (CIPA) 35

SAN ANTONIO INDEPENDENT SCHOOL DISTRICT
Administrative Procedures

D - Personnel No. 36		D36
Page 1 of 4	Attachment(s): 1	
Revised June 12, 2012		

ELECTRONIC MEDIA USE (SOCIAL MEDIA, E-MAIL, TEXTING)

Overview: This procedure focus on employee use of social media, such as Facebook and Twitter, as well as other forms of electronic media, as defined below. Guidelines for personal use and for use with students are included.

I. GENERAL RESTRICTIONS AND DEFINITIONS

The District's electronic communications system and District-owned electronic equipment, including its network access to the Internet, is exclusively for administrative and instructional purposes. Electronic mail transmissions and other use of the electronic communications systems are not confidential and can be monitored at any time to ensure appropriate use. Employees who are authorized to use the systems are required to abide by the provisions of Board policy, the District's acceptable use policy, and administrative procedures. Failure to do so may result in suspension or termination of privileges and may lead to disciplinary action up to and including termination of employment.

Employees must follow all district policy and procedure governing the use of computers and electronic media, the publishing of student work, and employee conduct, including, without limitation, DH, DIA, CQ, D5, and F26. Employees with questions about electronic media use should contact Instructional Technology and Learning Services.

"Electronic media" includes all forms of social media, including but not limited to text messaging, instant messaging, electronic mail (e-mail), Web logs (blogs), electronic forums (chat rooms), photo or video-sharing Web sites (e.g., YouTube), editorial comments posted on the Internet, and social network sites (e.g., Facebook, Twitter, LinkedIn, Google+, Edmodo). Electronic media also includes all forms of telecommunication such as landlines, cell phones, and Web-based applications.

II. PERSONAL USE OF ELECTRONIC MEDIA

A. **General Guidelines**. As role models for the district's students, employees are responsible for their public conduct even when they are not acting as district employees and even if it is not during employment hours or on district property or equipment. Employees will be held to the same standards in their public use of electronic media as they are for any other public conduct. If an employee's use of electronic media (or the publicity arising out of such use) interferes with the employee's effectiveness at the District or reasonably calls into question the employee's judgment, the employee may be subject to disciplinary action, up to and including termination of employment.

If an employee wishes to use a social network site or similar media for personal purposes, the employee is responsible for and may be subjected to disciplinary action for the content on the employee's page, including content added by the employee, the employee's friends, or members of the public who can access the employee's page, and for Web links on the employee's page. Each case will be investigated on an individual basis. The employee is also responsible for maintaining privacy settings appropriate to the content.

B. **Additional Rules**. An employee who uses electronic media for personal purposes shall observe the following:

- The employee may not set up or update the employee's personal social network page using the district's computers, network, or equipment.

- The employee may not use the district's logo or other copyrighted material of the district (or for which the district is responsible), without written consent from the Superintendent or designee, nor may they reference the district or campus or district employees, parents or students by name or photograph.
- The employee continues to be subject to applicable state and federal laws, local policies, administrative regulations, and the Code of Ethics and Standard Practices for Texas Educators, even when communicating regarding personal and private matters, regardless of whether the employee is using private or public equipment, on or off campus. These restrictions include:
    - Confidentiality of student records. [See Policy FL]
    - Confidentiality of health or personnel information concerning colleagues, unless disclosure serves lawful professional purposes or is required by law. [See Policy DH (EXHIBIT)]
    - Confidentiality of district records, including educator evaluations, private e-mail addresses, social security numbers, and other information made confidential by law. [See Policy GBA]
    - Copyrighted material and restrictions under the U.S. Copyright law [See Policy EFE]
    - Prohibition against harming others by knowingly making false statements about another person or the school system. [See Policy DH (EXHIBIT)]

III. USE OF ELECTRONIC MEDIA WITH STUDENTS

A. **Definitions**. The following definitions apply for the use of electronic media with students:

- "Communicate" means to convey information and includes one-way communication as well as a dialogue between two or more people. A public communication by an employee that is not targeted at students (e.g., a posting on the employee's personal social network page or a blog) is **not** a *communication*; however, the employee may be subject to district regulations on personal electronic communications. See ***Personal Use of Electronic Media***, above. Unsolicited contact from a student through electronic means that the employee does not respond to is not a communication.
- "Certified or licensed employee" means a person employed in a position requiring SBEC certification or a professional license. The term includes but is not limited to classroom teachers, counselors, principals, librarians, paraprofessionals, nurses, educational diagnosticians, licensed therapists, and athletic trainers.
- "Parent" includes a parent, guardian or other person having lawful authority under a court order.
- "Student" means any student currently enrolled in the District.

B. **General Prohibition**. In general, employees are prohibited from using electronic media to communicate with students unless this regulation exempts the employee from this prohibition in whole or in part. In accordance with Board Policy DH(LOCAL), a certified or licensed employee, as defined above, may communicate with students via electronic media without written consent. Any other employee designated in writing by the Superintendent or the campus principal may use electronic media to communicate with students who are currently enrolled in the district. These employees must comply with the provisions outlined below.

C. **Family Exemption**. Subject to revocation by the Superintendent or campus principal (or designees) in the best interest of the district, an employee is exempt from the prohibition against communicating with a

student enrolled in the district via electronic media if the employee is related to the student by consanguinity (blood) within the 3rd degree or by affinity (marriage) within the 2nd degree. This exemption does not relieve the employee from all other applicable requirements of this regulation. In no event shall a communication with a student bring dishonor to the district, the campus, department or the teaching profession.

D. Usage Guidelines. An employee who uses electronic media to communicate with students shall observe the following:

- The employee shall limit communications to matters within the scope of the employee's professional responsibilities or in furtherance of school-related activities. Note: An employee may request an exception from the above limitation by submitting a written request to his or her immediate supervisor.
- The employee is prohibited from knowingly communicating with students through a personal social network page unless the employee has created a separate social network page (a "Professional Page") for the purpose of communicating with students. The employee must enable administration and the parents of the participating students to access the employee's Professional Page. The employee must closely monitor the Professional Page's security settings and allow access only to approved participants.
- The employee must receive a signed and completed copy of the Participation in Electronic Media Parent Permission Form **[Form D36-A]** prior to communicating with any student through a form of electronic media that is private or password protected. This includes all emailing or texting (even if more than one person is part of the communication) or any social media format that requires a password or permission to access. A signed Form D36-A from each student participant is not required for public internet communications or postings that do not require the host's permission or a password to access the posted information (e.g., a public Twitter account or public Facebook page).
.
- Employees who are exempted by this procedure in whole or in part shall likewise monitor their security settings so that electronic communications to students as permitted herein do not thwart the underlying purpose of this procedure by permitting access to such communications that would otherwise be impermissible. A violation of this specific requirement may subject the employee to discipline as if the employee was not exempted from the prohibition against communicating with students via electronic media.
- The employee shall ensure that students are properly using electronic media when communicating with that employee.
- The employee does not have a right to privacy with respect to communications with students and parents.
- Upon request from a supervisor, the employee will provide the phone number, social network site, or other information regarding the methods of electronic media the employee uses to communicate with any one or more currently-enrolled students.
- Upon request from a parent or student, the employee shall discontinue communicating with the student through e-mail, text messaging, instant messaging, or any other form of one-to-one communication.

E. Release of Student Information and FERPA

Employees must be careful not to release any information that constitutes an "education record" under the Federal Education Rights and Privacy Act ("FERPA"). This includes student work, report cards, discipline records, and other student information that is maintained by the District. Original comments or observations

posted on a social media page or composed in an email or text message (by a student or District employee) are not considered official records and so are not subject to FERPA, unless the comments contain information that was obtained from an existing education record (such as the students grades, social security number, etc.) If you have any concerns on this issue, please consult administrative procedure F19 (Family Educational Rights and Privacy Act) or speak to your supervisor.

Attachments: Form D-36A: Participation in Electronic Media Parent Permission Form

References: Board Policies CQ (LEGAL) and CQ (LOCAL); DH (LOCAL) and DH (LEGAL)

Questions regarding this procedure should be addressed to the Instructional Technology and Learning Services Department. Phone: 210.554.2430. Address: 1702 North Alamo Street, San Antonio, Texas 78215.

SAN ANTONIO INDEPENDENT SCHOOL DISTRICT
Administrative Procedures

F - Students No. 26		**F26**
Page 1 of 4	Attachment(s): 2	
Revised June 1, 2012		

COMPUTER USE AND INTERNET ACCESS FOR STUDENTS

Computers are available throughout the District for student use, and in many cases, these computers allow students access to the Internet. Students develop electronic information research skills using these resources which are fundamental skills for the preparation of citizens and future employees. The District goal is to promote educational excellence by facilitating resource sharing, innovation, and communication.

THE INTERNET

The Internet is an electronic highway connecting millions of computers and individuals all over the world. Students may have access to the following:

1. E-mail (electronic mail) - to people in San Antonio and all over the world.
2. WWW (World Wide Web) - Graphical interface to other sites all over the world. Users can read and retrieve resources from thousands of sources worldwide.
3. Public domain software and shareware of all types.
4. University libraries, the Library of Congress, museums, government documents, and databases.

APPROPRIATE USE

The Texas Essential Knowledge and Skills (TEKS) describe the appropriate uses of the Internet. Inappropriate use, including any violation of the conditions and rules stated below, may result in restriction or cancellation of Internet access. Consistent with State and federal education standards, SAISD will determine appropriate use and may restrict access and/or deny, revoke, suspend, or close any user account at any time based upon its determination of inappropriate use by an account holder or user.

STUDENT TRAINING

SAISD will educate all students about appropriate online behavior, including interacting with other individuals on social networking websites and in chat rooms, and on cyberbullying awareness and response. All PreK-12 students must have two lessons facilitated for them using the approved curriculum located at https://saisdcybersafety.pbworks.com/w/page/12807952/curriculum. This website includes expectations, curriculum, SAISD standards, resources, and contact information. All training must be documented with rosters and/or signup sheets as appropriate to verify training for each student. Documentation of this training must be available on demand for E-Rate audit purposes.

Initial training should be conducted as soon as possible at the start of each school year but no later than the first week in October. Secondary or follow up training should be conducted no later than the first week in March. This training can be for new students or students who missed initial training.

ACCESS TO THE INTERNET

The Acceptable Use Policy is printed in the Student/Parent Handbook. There is an acknowledgement page for the Acceptable Use Policy incorporated into the Parent/Student Handbook requiring a parent/guardian signature. This form provides information to the student's parent/guardian and the student regarding privileges and responsibilities.

The principal/designee shall organize a system for establishing Internet access for students and monitoring the student use on the campus. Employees who are assigned the responsibility of monitoring

student use to ensure compliance with the usage rules for students shall be subject to disciplinary action if they fail to monitor as directed. The principal/designee shall hold students accountable for compliance with the usage rules and take disciplinary action when warranted.

1. The principal or designee shall ensure that teachers and other staff (i.e., librarian, teacher assistant, etc.) supervising students shall provide appropriate training for students, emphasizing the ethical use of this information resource.
2. Teachers and other staff shall determine which information groups are most applicable to the curricular needs of the District and restrict access to only those groups, as appropriate.
3. Teachers and other staff shall monitor or examine all system activities by the students to ensure proper use of the system. Students shall not be left unsupervised as they access the Internet.
4. Any user identified as a security risk or having a history of inappropriate use of other computer systems may be denied access to the Internet.
5. All users of computer resources shall be aware of the finite capacity of the system and shall abide by any quotas established to ensure availability for all users.

USAGE RULES

Computer resources are electronic tools to enhance student learning. The purpose of using the Internet in our schools is to support research and education by providing access to unique resources and the opportunity of collaborative work. **The rules listed in this section are not all-inclusive, but are only illustrative and representative. Disciplinary action shall be taken for acts of misconduct listed; disciplinary action may be taken for acts of misconduct which are not specifically listed.** All student users of computers and the Internet shall comply with the following rules:

Acceptable Use

1. The use of computer resources must be in support of education and research and consistent with the educational objectives of SAISD.
2. All e-mail accounts shall be used only by the authorized user and sharing an ID or password with any other person is discouraged.
3. All e-mail users shall follow the accepted "*netiquette for e-mail*" which includes, but is not limited to, the following actions:
    a. Be polite: Users shall not send, or encourage others to send, abusive messages.
    b. Use appropriate language: Users shall not swear or use vulgarities or other inappropriate language.
    c. Protect privacy: Users shall be cautious about transmitting credit card numbers, account numbers of any kind, Social Security numbers, home addresses or phone numbers, or any other personal information about themselves or other individuals.

Unacceptable Use

1. Transmission of any material in violation of any US or state regulation is prohibited. This includes, but is not limited to, copyrighted material, threatening or obscene material or material protected by trade secret.
2. Use for commercial activities or private business is prohibited. Users shall not initiate any purchases through on-line communication.
3. Use for product advertisement or political lobbying is prohibited, except when used for instructional purposes.
4. Deletion, examination, copying, or modification of files and/or data belonging to others without their prior consent is prohibited.
5. Vandalism, defined as any malicious attempt to harm or destroy property or data of another user, is prohibited. This includes, but is not limited to, the uploading or creating of computer viruses, the use of the network to disrupt the use by others, the use of e-mail to disable servers or clog the access lines, and the destruction, modification, or abuse of hardware and software.
6. Creating, accessing, or processing hate mail, harassment, discriminatory remarks, pornographic references or graphics, and other antisocial behaviors are prohibited.

7. Use of computer resources to access or process inappropriate files or files dangerous to the integrity of the network is prohibited.
8. Illegal installation of copyrighted software for use on District computers is prohibited. Copying any copyright-protected material in violation of the copyright law is illegal and prohibited.
9. Plagiarizing material or information from any computer resource, whether from a single program or an Internet resource, is prohibited.

SECURITY AND MONITORING

1. Electronic transmissions and other use of the SAISD system by students shall not be considered confidential and may be monitored at any time by designated District staff to ensure appropriate use for educational purposes.
2. Any violations of the use of computer resources and/or the Internet/SAISD system or any violations of privacy must be reported to the teacher or administrator.

DISCLAIMERS

1. SAISD makes no warranties of any kind, whether expressed or implied, for the service it is providing.
2. SAISD will not be responsible for any damages a user suffers, including loss of data resulting from delays, non-deliveries, mis-deliveries, or service interruptions.
3. Use of any information obtained via the Internet is at the user's risk. SAISD denies any responsibility for the accuracy or quality of information obtained through its services.
4. Every user is individually responsible for his/her own actions, including, but not limited to, any monetary commitments made through an Internet communication.
5. SAISD does not condone, support, endorse, or authorize the individual actions of users of the District's computer or telecommunication resources.

DISCIPLINARY ACTIONS FOR MISUSE OR INAPPROPRIATE USE

1. **The rules listed in the USAGE RULES section of this procedure and in the *Acceptable Use Policy* [FORM F26-A] are not all-inclusive, but are only illustrative and representative. Disciplinary action shall be taken for acts of misconduct listed; disciplinary action may be taken for acts of misconduct which are not specifically listed.**
2. After thoroughly investigating reported misuse, unacceptable or inappropriate use of the Internet or any other computer resources, the principal/designee shall assign discipline penalties commensurate with the offense in accordance with state law, Board policy, and the *SAISD Student Code of Conduct*. Violations of various Usage Rules are specified in the *SAISD Student Code of Conduct*. Some violations of the rules are unethical and may constitute a criminal offense. The principal/designee shall use discipline management techniques as outlined in the *SAISD Student Code of Conduct*.

STUDENT WEB PUBLISHING

As part of the educational experience district campuses and teachers have websites that are maintained by campus personnel. The development of a campus or teacher web site may include posting of an individual student's work, group photographs, or video of school activity. Permission from a student's parent/legal guardian is required in order to post student work utilizing the ***Publishing Permission Form*** [FORM F26-B].

SOCIAL MEDIA

Please see Administrative Procedure D37 for additional guidelines on the use of email, texting, and social media sites such as Facebook, YouTube, and Twitter.

Attachments: **FORM F26-A:** ***Acceptable Use Policy for Electronic Communications Systems***
FORM F26-B: ***Publishing Permission Form***

See these INDEX references for related procedures: computer use - employees

References: Board Policy CQ (LOCAL); CQ (LEGAL); FNC (LOCAL); FO (LOCAL); ***SAISD Student Code of Conduct***

Questions regarding this procedure should be addressed to the Assistant Superintendent of Accountability, Technology, and Management Information Systems Department, 1702 North Alamo Street, San Antonio, Texas 78215/ (210) 354-3209.

Guidelines for Publishing to the Internet

Web Publishing Guidelines: Wikis, Moodles, Calendars, Videos, Discussion Forums, and Content Management Systems for San Antonio ISD

created 2008; rev. 10/21/2013

What Can Be Put Online?

All material posted on District Web sites--including wikis, webpages, Moodles, Calendars, Videos, Discussion Forums, and Content Management Systems--must be done only by the district person given authority to do so by the proper administrator.
Appropriate material includes general information about the District, department activities or services, schools, teachers or classes, student projects, and student extracurricular organizations.
Educational resources for staff, students and the community may also be published online if publication rights are specifically purchased or allowed for this purpose.
Personal information, not related to education, will **not** be allowed on SAISD postings.

Recognize The Public Space

Any information posted via campus/department web sites (e.g. Joomla, District video hosting accounts), calendars, wikis and some Moodles should be considered public spaces, accessible on the "open Internet."

Some Online Areas Are SAISD ONLY: How Do You Tell The Difference?

1. **Are you required to enter your SAISD username and password to access content?** If the answer is NO, then this web publishing area should be considered public and accessible by anyone on the Internet.
2. **Are you able to access information from any internet-capable computer** (e.g. from home, a public school library or university) **without using your SAISD username and password?** If YES, then the information should be considered public and available on the Internet.

If you are unsure of whether your web site is public or private, please call the Office of Instructional Technology at (210) 554-2430.

POLICIES AND PROCEDURES

All content published via the Internet must comply with the following:

1. All publications must comply with all state, federal, and international laws concerning copyright, intellectual property rights, and legal uses of network computers.
2. All publications must comply with the Board policies, administrative regulations, these Web Publishing Guidelines, and other District guidelines provided for specific levels of publishing.
3. As an employee of a school or other education institution, you may sometimes access individual student records while performing your official duties. Under the ***Family Educational Rights and Privacy Act (FERPA)***, you are legally and ethically obliged to safeguard the confidentiality of any information they contain. No information in violation of FERPA should be posted to district web sites.
4. All district Web publications will reside primarily on the District's network server/s.
5. The San Antonio Independent School District makes every effort to insure that all links are operational; all information is accurate, appropriate, and of high quality. The District expects that standards are met. The viability of links that are not created through our District cannot be guaranteed.

Web Publishing Expectations:

1. All District Wikis, Moodles, Calendars, Videos, Discussion Forums, and Content Management System pages should meet goals of high quality in both style and presentation.
2. Correct grammar and spelling are expected. All information must be verifiable.
3. Publications shall be high quality and designed for clarity and readability.
4. Publications must include a statement of copyright when appropriate and indicate that permission has been secured when including copyrighted materials.
5. Publications on the district Web site must identify affiliation with the SAISD and should link back to the main page from the front page of any school or department's main pages.
6. Relevant referencing dates are required on all publications.

7. All publications must include the District email address of the adult maintaining the page.
    - If a student is the publisher, the sponsoring staff member's email must be included as the responsible person.
    - No student email addresses, whether a personal or district account, may be listed on any Wikis, Moodles, Calendars, Videos, Discussion Forums, and Content Management System page.
    - Only SAISD staff members may act as student sponsors.
8. Commercial use for the pursuit of personal or financial gain is prohibited.

Student Protection:

1. Protection of students and their data is paramount.
2. Electronic postings/pages shall not contain the personal address or phone number of students. **Students' full name may not be used.**
3. Electronic postings/pages shall not display personally identifiable student writing/artwork/photos/videos/audio files unless explicit parental permission has been granted by a parent's signature on the San Antonio Independent School District's form.
    - The signed permission form is required prior to publishing any identifying student writing/artwork/photos/videos/audio files. Each parent permission document must be retained on file as long as the student's information remains online.

Student Permission Forms (Web Publication/Video)

1. Web Publication Parent Permission Form (F26-B) - English version | Spanish version
2. Permission to Video Tape (F33-A) - English version | Spanish version

DIFFERENT LEVELS OF WEB PUBLICATION

These guidelines are to be used as reference and provide specific information regarding Web publishing by staff and students throughout the District. District Web Publishing Guidelines exist for each level and will be used when addressing specific issues relevant to each publisher level, however, every web publisher will read and abide by the Web Publishing Standards for ALL Web Publishers shown above. For more information about these Guidelines or other issues related to Web publishing, please call Instructional Technology and Learning Services at (210) 554-2430.

District Level

The District level refers to main publishing activities which represent the District as a whole, such as overall structure, style, the main "front pages," and general top level information. This level of publishing is conducted by a District Webmaster who carries out the goals of the Website at this level. The District Webmaster works closely with the Director of Communications.

Department Level

Administrative departments (such as Transportation or Personnel, etc.) may publish their own Web pages,Wikis, Moodles, Calendars, Videos, Discussion Forums, or Content Management System pages as part of the District's Web site. The supervisor or director of each department is responsible for content and maintenance of departmental Web sites, Wikis, Moodles, Calendars, Videos, Discussion Forums, or Content Management System pages though may designate a department web coordinator who will do the actual authoring of pages. The materials published online is to coincide with that department's printed materials, but may also take full advantage of the resources and structure of the Web, using internal and external links to relevant references thus increasing the effectiveness of the information. The Director of Communications must be consulted prior to uploading publications of a potentially sensitive nature, such as school comparisons or student data. All staff members responsible for updating web site content,Wikis, Moodles, Calendars, Videos, Discussion Forums, or Content Management System pages , must complete and sign the Web Publisher's Authorization form. The signed and completed form is to be archived by the department administrator and with the Office of Instructional Technology Services.

School Level

Content found in the School Wiki, Moodles, Calendars, Videos, Discussion Forum, or Content Management System pages are the responsibility of the building principal who designates a school Web Coordinator. The school Web Coordinator is responsible to manage the school Web site and monitor class, teacher, student, and extracurricular Web pages. The signed and completed form is to be archived by the campus administrator and with the Office of Instructional Technology Services. This will ensure that all official material originating from the school will be consistent with the district style and content guidelines. At the school level there are guidelines for the various potential contributors to the school's web site and Wikis, Moodles, Calendars, Videos, Discussion Forums, or Content Management Systems, and are to be used in the publishing process.

Staff Level

Teachers or other staff may create Wikis, Moodles, Calendars, Videos, Discussion Forums, or Content Management System pages for use in class activities or to provide a resource for other teachers or staff members in the District. Staff publishers will be responsible for maintaining their class or educational resource Wiki, Moodle, Calendars, Videos, Discussion Forum, or Content Management System pages.

Staff Wiki, Moodles, Calendars, Videos, Discussion Forum, or Content Management System pages must reflect positively upon the district and department or school. The teacher or staff member must complete, sign, and adhere to the Web Publisher's Authorization form before and while publishing to the web. The Campus Administrator is responsible for the campus web presence and is to be informed of planned publishing activities.

Student Level

Students may create and publish Wikis, Moodles, Calendars, Videos, Discussion Forums, and Content Management Systems pages on the SAISD Web site as part of a class or school sponsored activity. Before a student contributes to a Wiki, Moodles, Calendars, Videos, Discussion Forum, or Content Management System the Permission for Student Web Publishing form must be on file for the academic school year. Material presented on a student Wiki, Moodles, Calendars, Videos, Discussion Forum, or Content Management System must meet the educational objectives of the school-related activity, as well as follow District policy and guidelines. Personal Web pages are not allowed on the San Antonio School District's Web server. Student pages must include the following notice: "This is a student Web page. Opinions expressed on this page shall not be attributed to San Antonio ISD." Student Wiki, Moodles, Calendars, Videos, Discussion Forum, or Content Management System may be removed at the end of the school year unless special arrangements are made.

Material that fails to meet established educational objectives or that is in violation of a provision of Board Policy and Administrative Regulations will be removed. Material may not be removed on the basis of disagreement with the views expressed. Permission for Student Web Publishing forms are located on the ITLS website at http://itls.saisd.net

WEB PUBLISHING GUIDELINES AGREEMENT

I have read and agree to abide by the San Antonio ISD Web Publishing Guidelines and the Acceptable Use Policy. I understand that the District retains all rights to any material that is published on the District network and/or servers. Such material may be edited and/or deleted by the District Webmaster and the Office for Instructional Technology at any time without prior notice or approval by me.

I also agree to keep confidential any usernames and/or passwords that I may have been given that allow access to District Web Publishing.

NOTE: This form is available for *electronic signature only*. You can **read the instructions here on how to accomplish the digital signature.**

Student Permission Forms (Web Publication/Video)

1. Web Publication Parent Permission Form (F26-B) - English version | Spanish version
2. Permission to VideoTape (F33-A) - English version | Spanish version

SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

Publishing Permission Form

Name of Child: _____ Date: _____

Teacher/Classroom/Department: _____

As part of the educational experience in SAISD, your child has the opportunity to publish and share their work. Student publication offers your child a unique learning opportunity and has the following benefits:

a. Makes class work engaging and exciting.
b. Allows them to receive feedback from other students and teachers outside of their class.
c. Enables students to practice and refine their communication skills.

Our class, throughout the school year, will be publishing student work in the form of print, broadcast, and/or web media. These publications may be shared in a variety of ways, including the following:

a. Writing
b. Hand-drawn or computer-generated artwork
c. Voice recordings
d. Photos
e. Video

YOUR CHILD'S PRIVACY

All efforts will be made to protect your child's privacy:

- No individual photos of your child will be published without your consent.
- No personal information about the student, such as home address or telephone number will be published.
- In some cases, only the student's first name will be used, with your permission.
- A copy of all student work that is published to the internet will be printed and sent home for parents to see.

To publish individual student writing, photos, voice and artwork, parent or legal guardian permission is required. Please complete the section below and return by: _____.

I understand that my child's writing, artwork, and/or class photo will be considered for publication in _____ (organization). I grant the following permissions:

Please check ***Yes*** or ***No*** below.

You have my permission to publish:

☐ Yes ☐ No My child's **writing**.
☐ Yes ☐ No My child's **artwork**.
☐ Yes ☐ No My child in a group or individual **photo**.
☐ Yes ☐ No My child in a group or individual **video**.
☐ Yes ☐ No My child's **FIRST** name **ONLY**.

Print Parent Name: _____

Parent's Signature: _____ Date: _____

I, _____ *(student),* also give my permission for such publishing.

Student's Signature: _____ Date: _____

San Antonio Independent School District does not discriminate on the basis of race, religion, color, national origin, gender, or disability in providing education services, activities, and programs, including vocational programs, in accordance with Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Educational Amendments of 1972; Section 504 of the Rehabilitation Act of 1973, as amended.

DISTRITO ESCOLAR INDEPENDIENTE DE SAN ANTONIO

FORMULARIO DE PERMISO PARA PUBLICACIÓN EN LA WEB

Nombre del Niño/a: _____ Fecha: _____

Maestro (a)/Salón de Clases: _____

Como parte de la experiencia educativa en el SAISD, a su hijo/a se le da la oportunidad de publicar y compartir su trabajo a través de la Internet. La publicación en la Web le ofrece a su hijo/a una oportunidad única de aprendizaje y tiene los siguientes beneficios:

a. Hace que el trabajo en la clase sea estimulante e interesante.
b. Les permite recibir opiniones de otros estudiantes y profesores que no sean de su clase.
c. Permite a los estudiantes practicar y refinar sus habilidades de comunicación.

Durante el año escolar, nuestra clase estará publicando el trabajo estudiantil en la Internet. Estas publicaciones se pueden compartir de varias maneras, incluyendo las siguientes:

a. Escritos
b. Trabajos artísticos hechos a mano o generados por computadora
c. Grabaciones de voz
d. Fotografías
e. Video

LA PRIVACIDAD DE SU HIJO/A
Se hará todo lo necesario para proteger la privacidad de su hijo/a:

- No se publicará ninguna fotografía individual de su hijo/a sin el consentimiento de usted.
- No se publicará ninguna información personal del estudiante, tal como la dirección de su casa o el número de teléfono.
- En algunos casos, con el permiso de usted, solamente se usará el nombre del estudiante sin apellido.
- Se imprimirá una copia de todo el trabajo estudiantil que sea publicado en la Internet y se enviará a la casa para que los padres la vean.

Se requiere el permiso del padre/madre o tutor legal para publicar escritos, fotografías, voz y trabajos artísticos individuales del estudiante. Por favor llene la sección de abajo y devuélvala a más tardar el: _____.

Entiendo que los escritos, los trabajos artísticos y/o la fotografía de la clase serán considerados para publicarse en la Internet. Concedo los permisos siguientes:

Por favor marque abajo ***Sí*** o ***No.***
Tienen mi permiso para publicar:

☐ Sí ☐ No Los **escritos** de mi hijo/a.
☐ Sí ☐ No Los **trabajos artísticos** de mi hijo/a.
☐ Sí ☐ No La **fotografía** en grupo o individual de mi hijo/a.
☐ Sí ☐ No El **video** en grupo o individual de mi hijo/a.

☐ Yes ☐ No **SOLAMENTE** el **NOMBRE SIN APELLIDO** de mi hijo/a.

Nombre del Padre/Madre en letra de molde: _____

Firma del Padre De familia: _____ Fecha: _____

También yo, _____ *(estudiante),* doy mi permiso para tal publicación.

Firma del Estudiante: _____ Fecha: _____

Es norma del Districto Escolar Independiente de San Antonio de no discriminar por motivos de raza, religion, color, origen nacional, sexo o impedimento, en sus programas, servicios o actividades vocacionales, tal como lo require el Título VI de la Ley de Derechos Civiles de 1964, según enmienda; el Título IX de las Enmiendas en la Educación, de 1972, y la Sección 504 de la Ley de Rehabilitación de 1973, según enmienda.

SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

PERMISSION TO PHOTOGRAPH, VIDEOTAPE OR AUDIO RECORD

Campus: _____ Principal's Name: _____

Purpose:

_____

_____

_____

Description of the Activity:

_____

_____

Date(s) of Activity: _____

Signature of Teacher/Sponsor: _____ Date: _____

☐ Approved ☐ Does require parent permission
☐ Not approved ☐ Does not require parent permission

Signature of Principal: _____ Date: _____

School: _____ Phone Number: _____

Student's Name *(Please print):* _____ Grade: _____
Last First Middle

Parent/Guardian's Name: _____ Date: _____

Address: _____ Zip Code: _____

Home Phone: _____ Work Phone: _____

As the parent or guardian of the above-named student, I hereby grant permission to photograph, videotape or record my child for this purpose.

Signature of Parent/Guardian: _____ Date: _____

Please return this signed form to your child's school.

Original - Principal *Copy - Requestor*

San Antonio Independent School District does not discriminate on the basis of race, religion, color, national origin, gender, or disability in providing education services, activities, and programs, including vocational programs, in accordance with Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Educational Amendments of 1972; Section 504 of the Rehabilitation Act of 1973, as amended.

SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

PERMISO PARA FOTOGRAFIAR, VIDEOGRABAR O GRABAR AUDIO

Escuela: _____ Nombre del Director: _____

Propósito:

_____

_____

_____

Descripción de la Actividad:

_____

_____

_____

Fecha (s) de la Actividad: _____

Firma del Maestro / Patrocinador: _____ Fecha: _____

☐ Aprobado ☐ Requiere permiso del padre / madre
☐ No aprobado ☐ No requiere permiso del padre / madre

Firma del Director: _____ Fecha: _____

Escuela: _____ Teléfono: _____

Nombre del Estudiante *(Letra de molde):* _____ Grado: _____
Apellido Primer Nombre Segundo Nombre

Nombre del Padre/Madre/Tutor: _____

Dirección: _____ Código Postal: _____

Teléfono de la Casa: _____ Teléfono del Trabajo: _____

Como el padre / madre o tutor del estudiante antes mencionado, yo doy permiso para fotografiar, video grabar o grabar audio de mi hijo(a) para este propósito.

Firma del Padre/Madre/Tutor: _____ Fecha: _____

Por favor firme y regrese esta forma a la escuela de su hijo(a).

Original - Director *Copia -Requirente*

Es norma del Districto Escolar Independiente de San Antonio de no discriminar por motivos de raza, religion, color, origen nacional, gènero o impedimento, en sus programas, servicios o actividades vocacionales, tal como lo requiere el Título VI de la Ley de Derechos Civiles de 1964, según enmienda; el Título IX de las Enmiendas en la Educación, de 1972, y la Sección 504 de la Ley de Rehabilitación de 1973, según enmienda.

Family Educational Rights and Privacy Act (FERPA)

The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education.

FERPA gives parents certain rights with respect to their children's education records. These rights transfer to the student when he or she reaches the age of 18 or attends a school beyond the high school level. Students to whom the rights have transferred are "eligible students."

- Parents or eligible students have the right to inspect and review the student's education records maintained by the school. Schools are not required to provide copies of records unless, for reasons such as great distance, it is impossible for parents or eligible students to review the records. Schools may charge a fee for copies.
- Parents or eligible students have the right to request that a school correct records which they believe to be inaccurate or misleading. If the school decides not to amend the record, the parent or eligible student then has the right to a formal hearing. After the hearing, if the school still decides not to amend the record, the parent or eligible student has the right to place a statement with the record setting forth his or her view about the contested information.
- Generally, schools must have written permission from the parent or eligible student in order to release any information from a student's education record. However, FERPA allows schools to disclose those records, without consent, to the following parties or under the following conditions (34 CFR § 99.31):
    - School officials with legitimate educational interest;
    - Other schools to which a student is transferring;
    - Specified officials for audit or evaluation purposes;
    - Appropriate parties in connection with financial aid to a student;
    - Organizations conducting certain studies for or on behalf of the school;
    - Accrediting organizations;
    - To comply with a judicial order or lawfully issued subpoena;
    - Appropriate officials in cases of health and safety emergencies; and
    - State and local authorities, within a juvenile justice system, pursuant to specific State law.

Schools may disclose, without consent, "directory" information such as a student's name, address, telephone number, date and place of birth, honors and awards, and dates of attendance. However, schools must tell parents and eligible students about directory information and allow parents and eligible students a reasonable amount of time to request that the school not disclose directory information about them. Schools must notify parents and eligible students annually of their rights under FERPA. The actual means of notification (special letter, inclusion in a PTA bulletin, student handbook, or newspaper article) is left to the discretion of each school.

For additional information, you may call 1-800-USA-LEARN (1-800-872-5327) (voice). Individuals who use TDD may use the Federal Relay Service.

Or you may contact us at the following address:
Family Policy Compliance Office
U.S. Department of Education
400 Maryland Avenue, SW
Washington, D.C. 20202-8520

Children's Internet Protection Act (CIPA)

Background

The Children's Internet Protection Act (CIPA) was enacted by Congress in 2000 to address concerns about children's access to obscene or harmful content over the Internet. CIPA imposes certain requirements on schools or libraries that receive discounts for Internet access or internal connections through the E-rate program – a program that makes certain communications services and products more affordable for eligible schools and libraries. In early 2001, the FCC issued rules implementing CIPA and provided updates to those rules in 2011.

What CIPA Requires

Schools and libraries subject to CIPA may not receive the discounts offered by the E-rate program unless they certify that they have an Internet safety policy that includes technology protection measures. The protection measures must block or filter Internet access to pictures that are: (a) obscene; (b) child pornography; or (c) harmful to minors (for computers that are accessed by minors). Before adopting this Internet safety policy, schools and libraries must provide reasonable notice and hold at least one public hearing or meeting to address the proposal.

Schools subject to CIPA have two additional certification requirements: 1) their Internet safety policies must include monitoring the online activities of minors; and 2) as required by the Protecting Children in the 21st Century Act, they must provide for educating minors about appropriate online behavior, including interacting with other individuals on social networking websites and in chat rooms, and cyberbullying awareness and response.

Schools and libraries subject to CIPA are required to adopt and implement an Internet safety policy addressing:

(a) access by minors to inappropriate matter on the Internet;

(b) the safety and security of minors when using electronic mail, chat rooms and other forms of direct electronic communications;

(c) unauthorized access, including so-called "hacking," and other unlawful activities by minors online;

(d) unauthorized disclosure, use, and dissemination of personal information regarding minors; and

(e) measures restricting minors' access to materials harmful to them.

Schools and libraries must certify they are in compliance with CIPA before they can receive E-rate funding.

- CIPA does not apply to schools and libraries receiving discounts only for telecommunications service only;
- An authorized person may disable the blocking or filtering measure during use by an adult to enable access for bona fide research or other lawful purposes.
- CIPA does not require the tracking of Internet use by minors or adults.

You can find out more about CIPA or apply for E-rate funding by contacting the Universal Service Administrative Company's (USAC) Schools and Libraries Division (SLD). SLD also operates a client service bureau to answer questions at 1-888-203-8100 or via email through the SLD website.

For information about other communications issues, visit the FCC's Consumer website, or contact the FCC's Consumer Center by calling 1-888-CALL-FCC (1-888-225-5322) voice or 1-888-TELL-FCC (1-888-835-5322) TTY; faxing 1-866-418-0232; or writing to:

Federal Communications Commission
Consumer and Governmental Affairs Bureau
Consumer Inquiries and Complaints Division
445 12th Street, SW

Washington, D.C. 20554

http://nova.saisd.net/main/ebooks/SAISD_Facebook_Program/